



University of California, Santa Barbara

SPRING/SUMMER 2014 UNDERGRADUATE ALUMNI  
**WHERE ARE THEY NOW?**

Institutional Research, Planning & Assessment  
Office of Budget and Planning

March 2016

## About the Survey

The Undergraduate Alumni survey is part of an ongoing effort to assess the short-term impact of a UCSB undergraduate education on the achievements and opinions of alumni. Undergraduate alumni surveys have been administered, typically every two years, at UCSB since 1980.

The Survey of Spring/Summer 2014 UCSB Undergraduate Alumni was administered online in the Fall of 2015, approximately one year after graduation.

A total of 699 alumni completed the survey for an overall response rate of 19% (after accounting for inaccessible email accounts). This response rate is lower than desired, and yet typical on alumni surveys due to the availability of accurate and current contact information for our graduates. When interpreting the survey results, one should bear in mind that 19% of the target population is represented.

Overall, survey respondents have similar demographic characteristics to the population of all Spring/Summer 2014 degree recipients, with a number of exceptions: Survey respondents are somewhat more likely to be female, having entered UCSB as freshmen, and students with better academic records. In addition, students in the social sciences are somewhat underrepresented in the sample.

<b>Demographic Characteristics</b>					
<b>Survey: n = 699;</b>					
<b>Population of Spring/Summer 2014 Degree Recipients: n = 3,729</b>					
	<u>Survey</u>	<u>Population</u>		<u>Survey</u>	<u>Pop- ulation</u>
<u>Gender</u>			<u>Admission Status</u>		
Male	40%	46%	Freshman	<b>74%</b>	68%
Female	<b>60%</b>	54%	Transfer Student	26%	32%
<u>Ethnicity</u>			<u>Division</u>		
Caucasian	47%	45%	Social Sciences	<b>35%</b>	40%
URM	26%	27%	Math & Sciences	34%	32%
Asian	21%	20%	Hum. & Fine Arts	19%	18%
Other / Unknown	6%	7%	Engineering	9%	7%
<u>Parent Income</u>	\$70,000	\$70,300	Creative Studies	3%	2%
<u>SAT Scores</u>			<u>Double Major</u>	10%	11%
Composite	<b>1799</b>	1773	<u>Cumulative GPA</u>	<b>3.28</b>	3.18
Reading	<b>594</b>	582			
Math	<b>610</b>	603			
Writing	<b>596</b>	588			

## Where Are They Now?

One approach to evaluating institutional effectiveness involves collecting information on the accomplishments of alumni in the year following degree completion. In this report we summarize the current activities of UCSB bachelor's degree earners, with respect to employment, economic attainment, goals for post-graduate education, and self-reported measures of career satisfaction and the preparation received while in college.

### Employment

**Employment Status** The majority (86%) of undergraduate alumni are employed one year after graduating from UCSB. Approximately two thirds (66%) are employed full-time. This is an increase over the 2012 alumni survey, when 59% of recent graduates had full-time employment.

- Alumni who studied communication, computer science, electrical engineering, mechanical engineering, economics, mathematics, or statistics are more likely to be employed full-time one year after graduation.

About half of those who are not working full-time are currently pursuing graduate education.

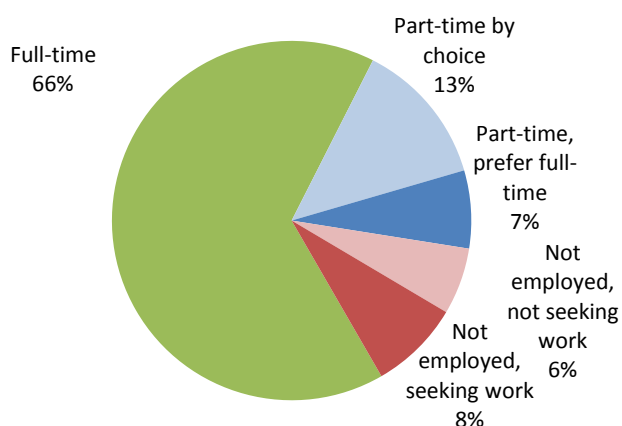
**Sector** Close to two-thirds (72%) of alumni working full-time are employed in the private for-profit sector. An additional 15% are employed by government or other public institutions, 12% by private non-profit organizations and 1% are self-employed. Biology and political science majors are more likely than others to be working in a public sector or nonprofit organization.

**Size** Alumni are employed at organizations of varying size – 29% work for an organization with fewer than 100 employees, 47% work with 100 to 10,000 people, and 24% are employed by a larger organization with over 10,000 employees.

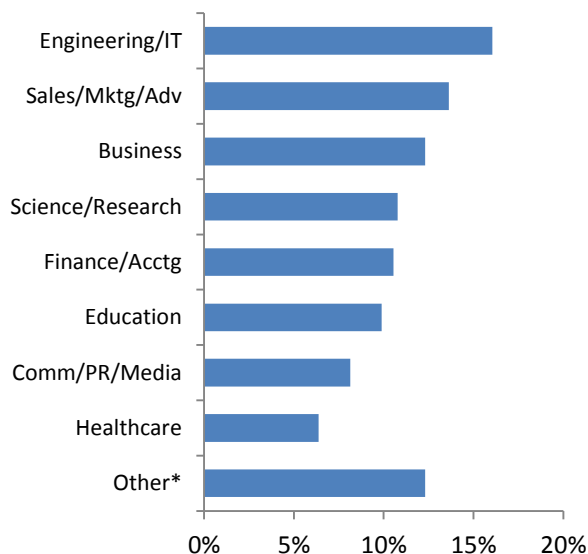
**BA degree** A four-year degree was required for 78% of alumni to obtain their present job.

**Field** The most common fields of employment are engineering/computer programming (16%), sales/marketing (14%), business (12%), finance/accounting (11%), science/research (11%), and education (10%).

### Employment Status



### Field of Employment

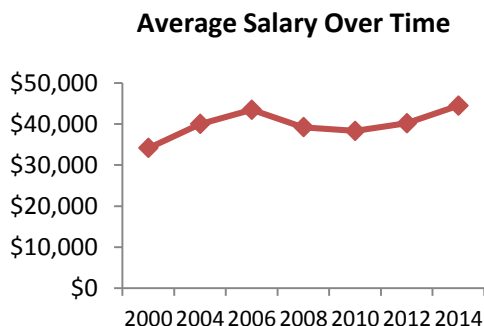


\* "Other" includes a wide variety of professions from art/design to retail to social services.

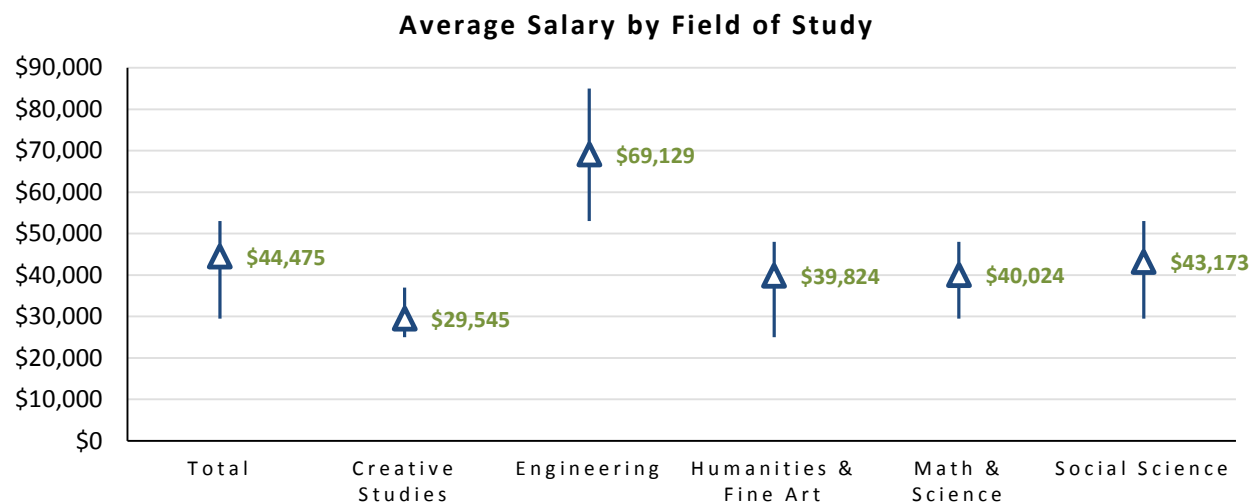
**Salary** The **average salary of recent graduates employed full-time is \$44,475**. As the national economic climate has seen higher starting salaries among college graduates, there has also been an increase in the average salary of UCSB undergraduates since the 2012 alumni survey (\$40,202). However, the number is slightly lower than the overall average starting salary reported by the National Association of Colleges and Employers (NACE) for the Class of 2014: \$48,127. [The NACE Salary Survey](#) collects actual salary data from employers, whereas our alumni survey uses self-reported salary range data.

The salaries among UCSB alumni vary by field of employment, but they have increased since 2012 across all fields:

Engineering / IT / Computer Programming .....	\$63,612
Finance / Banking / Accounting .....	\$51,674
Sales / Marketing / Advertising .....	\$51,229
Communications / PR / Media / Journalism .....	\$36,865
Business Management.....	\$40,769
Science / Research .....	\$37,595
Healthcare.....	\$35,068
Education .....	\$32,727
Other .....	\$35,545



Salaries also vary by major field of undergraduate study. Average salaries, along with the 25<sup>th</sup> and 75<sup>th</sup> percentile are charted here by academic division.



Male alumni who are working full-time report earning higher salaries than females do - \$50,634 vs. \$40,218. This is related to the different fields of employment chosen by male and female alumni - males are more likely to be in engineering and science fields, while more females are employed in administrative jobs, communications fields, or education.

See **Appendix B** for additional salary tables.

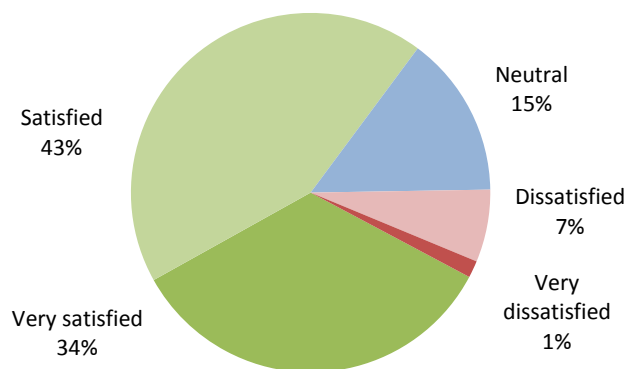
**Career potential** Over half (59%) of recent graduates describe their occupation as having “definite” career potential, and another third (33%) have jobs with “possible” career potential. A similar proportion (60%) are working in the career field of their choice, while 22% are still not sure whether they have found their preferred field. Alumni working in engineering fields are the most likely to report definite career potential.

**Satisfaction** Over three-fourths (77%) of alumni working full-time are satisfied with their current employment.

Eight out of ten alumni (82%) say their current job is related to their undergraduate major – 35% “highly” related, 28% “moderately” and 19% “slightly” related.

Alumni who are most likely to be working in a field that is “highly” related to their undergraduate studies, come from engineering and science majors: computer science (87%), computer engineering (83%), mechanical engineering (67%), chemical engineering (64%), and chemistry (64%). Economics majors are also likely to report employment that is “highly” related to their major (56%).

**Satisfaction with Employment**



As might be expected, the fraction of alumni who are less satisfied with their current employment tend to be working in jobs without much career potential, which did not require a 4-yr degree. Many of the dissatisfied alumni in the workforce are employed in jobs that are unrelated to their major, such as administrative support and retail. They also tend to earn lower salaries – \$35,375 on average. Interestingly, “very satisfied” employees are more likely to work in smaller organizations with fewer than 25 employees.

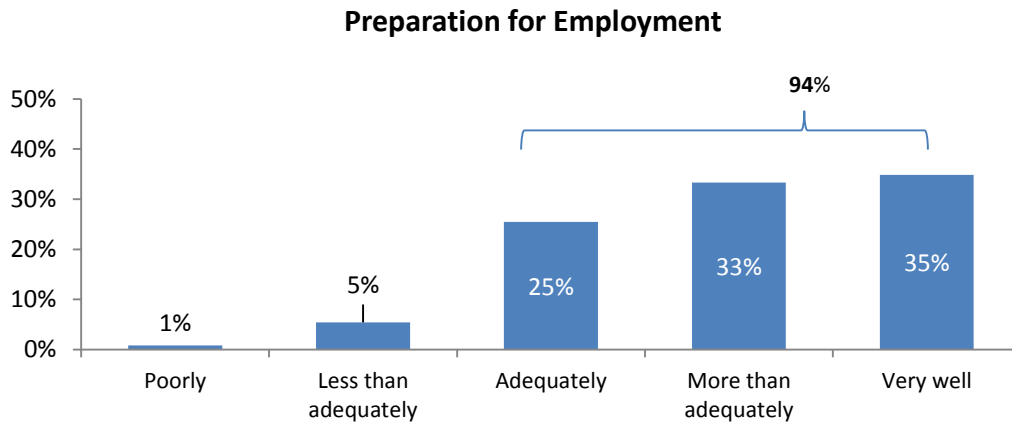
**Location** The majority of alumni working full-time are employed in the state of California (87%). **23% remain in Santa Barbara County.**

California .....	87%
Other Western US .....	3%
New York .....	2%
Other Northeastern US .....	1%
Southern US .....	3%
Midwest US .....	1%
International .....	3%

See **Appendix C** for a list of employers.

**Preparation** UCSB generally prepares alumni well for future employment – **94%** are “very well”, “more than adequately”, or “adequately” prepared.

- The class of 2014 is more likely than the class of 2012 to report that UCSB prepared them “very well” for their occupation – 35%, up from 29% in 2012.

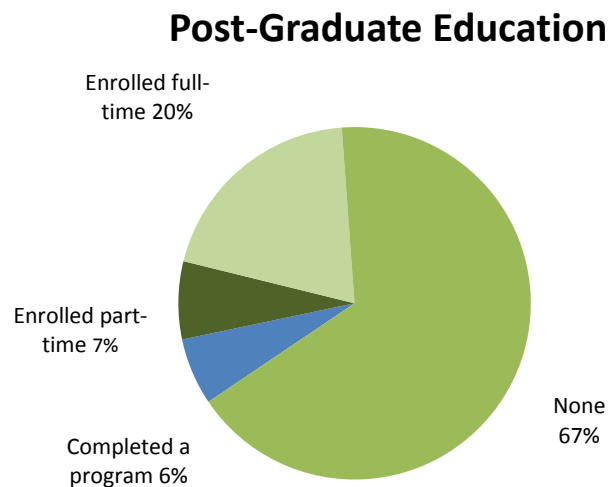


Alumni also rated the preparation they received at UCSB in a variety of specific skill areas. The particular skill areas that correlate most highly with overall preparation for employment are **the ability to use knowledge, ideas, and perspectives gained in the major, acquiring new skills and knowledge on one’s own, and the ability to work as a member of a team or group, understanding the scientific method, and problem solving.**

### Post-Graduate Education

About one-third of alumni (**33%**) have enrolled in a graduate level degree, credential, professional certificate, or license program since graduating from UCSB.

**Institution** 15% of those continuing their education have chosen to remain at UCSB, 15% are enrolled at another UC campus, 12% at a California State University, 27% are pursuing a degree at another 4-year college or university in California, 21% have chosen to attend an out-of-state university, 7% are taking classes at a California Community College, and 3% are studying internationally.



See **Appendix D** for a list of schools.

**Field of study** One year after graduating from UCSB, the most common fields of post-graduate study among alumni continuing their education are science and math (18%), education (16%), health professions (11%), and engineering or computer science (10%).



**Degree** The most common post-graduate degree program among recent alumni is an academic master’s (37%). Another 6% are pursuing a professional master’s degree, and 1% are in an MBA program. 12% enrolled in a PhD program and 6% are earning a JD. 3% are in medical school, and an additional 2% are pursuing another health doctorate. Including non-graduate degree programs, 9% are completing a teaching credential and 22% have pursued a professional certificate or license.

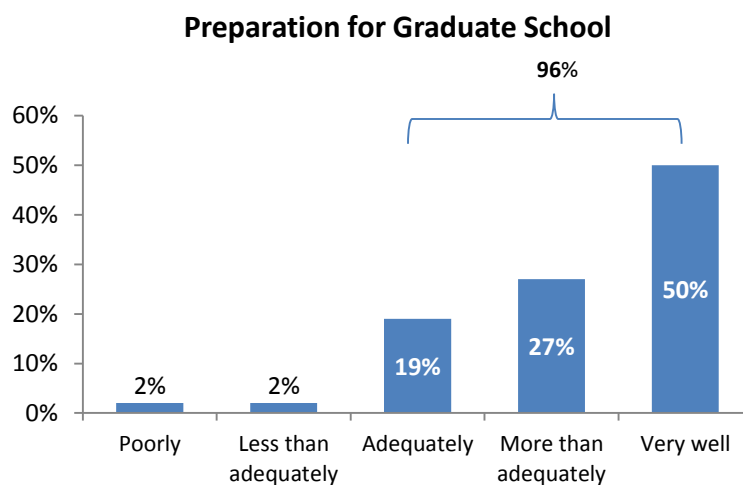
Most of the survey respondents in medical school completed an undergraduate biology major at UCSB. Law students come from a variety of backgrounds – 53% in the Social Sciences, 33% in the Humanities, and 13% in STEM fields.

**Preparation** Among those who have enrolled in a graduate level degree program, **half are “very well” prepared, and another fourth are “more than adequately” prepared.**

- **The class of 2014 is more likely than the class of 2012 to report that UCSB prepared them “very well” for graduate school – 50%, up from 40% in 2012**

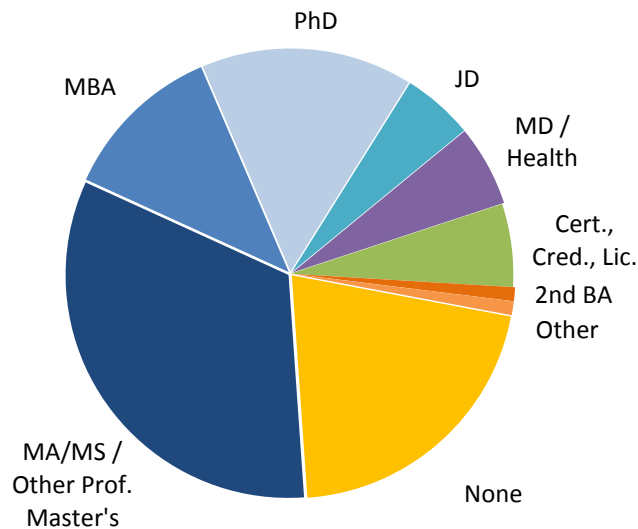
- Communications, Computer Engineering, Electrical Engineering, History, Physics, and Philosophy majors are the most likely to feel well prepared for graduate school.

- The specific skills gained at UCSB that are most related to alumni’s overall sense of preparation for graduate school are 1) the ability to judge the value of information, ideas, actions and conclusions, 2) problem solving skills, and 3) the knowledge, ideas, or perspectives gained from one’s major field.



**Long-term Objectives** Almost 7 out of 10 alumni *who have not yet enrolled* in post-graduate education plan to pursue a degree within the next 5 years. This means that ultimately, about **8 out of 10 alumni expect to receive a post-graduate degree or credential.**

### Highest Degree Expected



71% of alumni ultimately expect to pursue a graduate-level degree. One-third say their ultimate goal is a master's degree, and 12% an MBA; 15% want to earn an academic or other professional doctorate; 5% plan to attain medical or other health doctorate; and 6% will pursue a law degree. Only 21% do not plan to earn an additional degree beyond the bachelor's.

**In Summary** One year after receiving their bachelor's degree from UCSB, undergraduate alumni are demonstrating success in their career and educational achievements. After a drop in full-time employment among

our 2008 graduating class during the global recession, the percentage of graduates working full-time (66%) has begun to approach pre-recession levels. The number of alumni enrolling in graduate level education has remained relatively flat, as have the long-term educational objectives of recent alumni. Since the 2012 survey, there have been increases in both the perceived quality of preparation for employment and for graduate school that undergrads receive at UCSB.

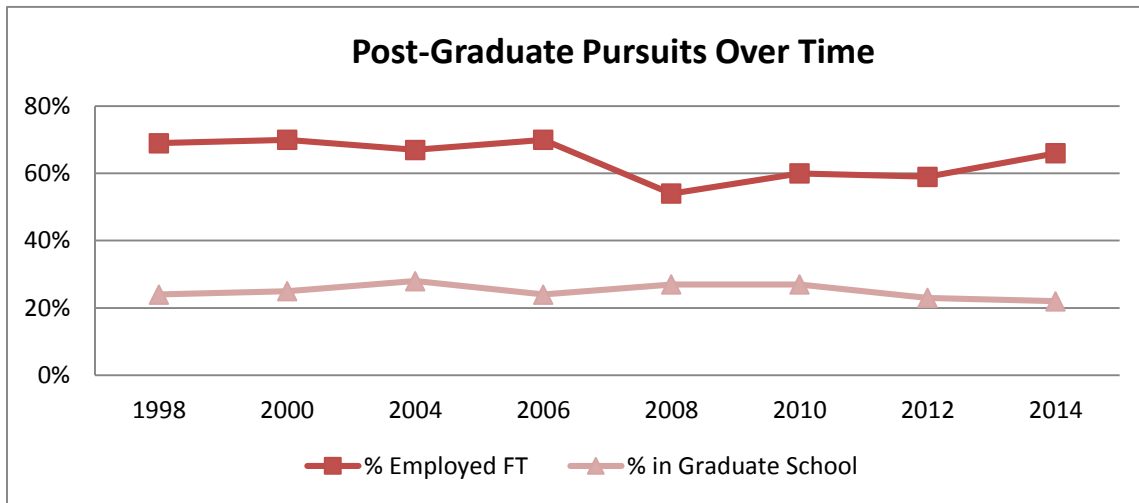
See **Appendix A** for trend charts.



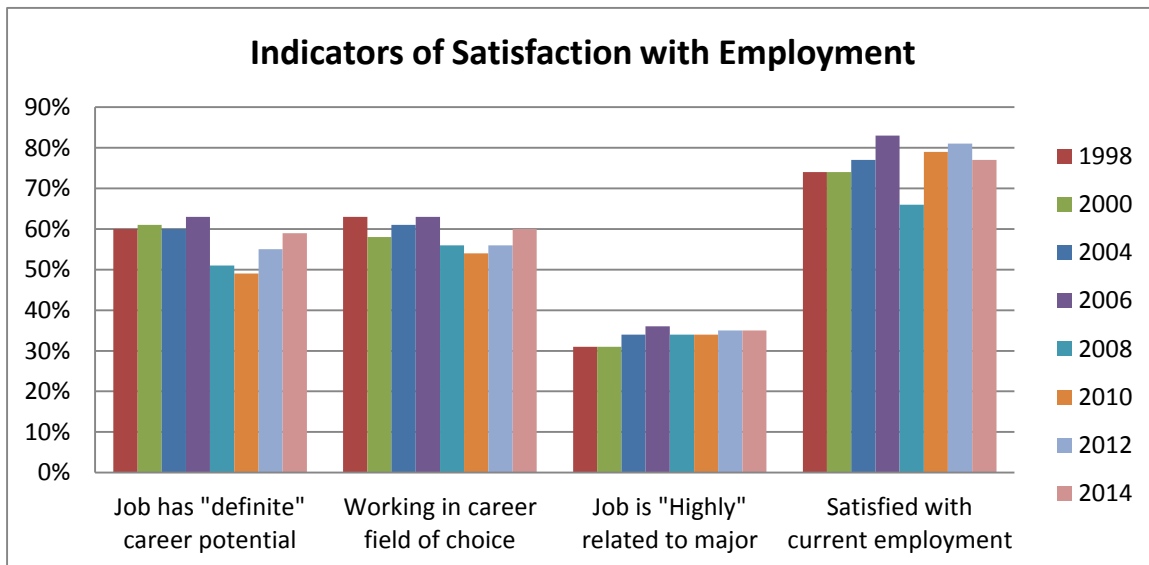
**Appendix A**

The following is a selection of charts illustrating changes in key alumni outcomes over time.

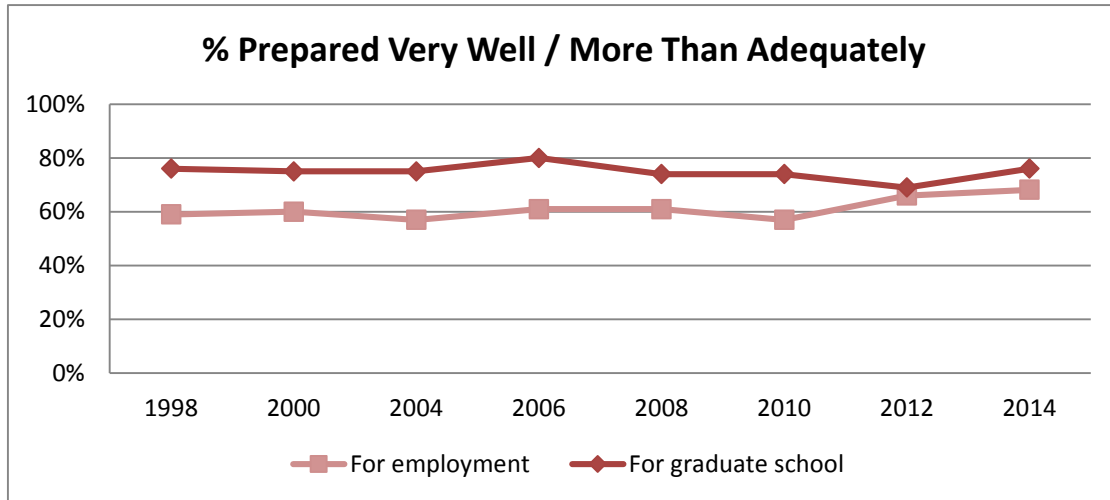
1) *Full-time employment and enrollment in graduate level programs:* After a decline in full-time employment with the graduating class of 2008, the rate of full-time employment among alumni has begun to recover to pre-recession levels. While full-time employment remains slightly below the levels seen from 1998-2006, this difference is far less pronounced than in 2010 or 2012, reflecting the continued economic recovery. Graduate school enrollments have remained relatively flat, with about one-fifth of alumni pursuing a degree within one year of graduating from UCSB in 2014.



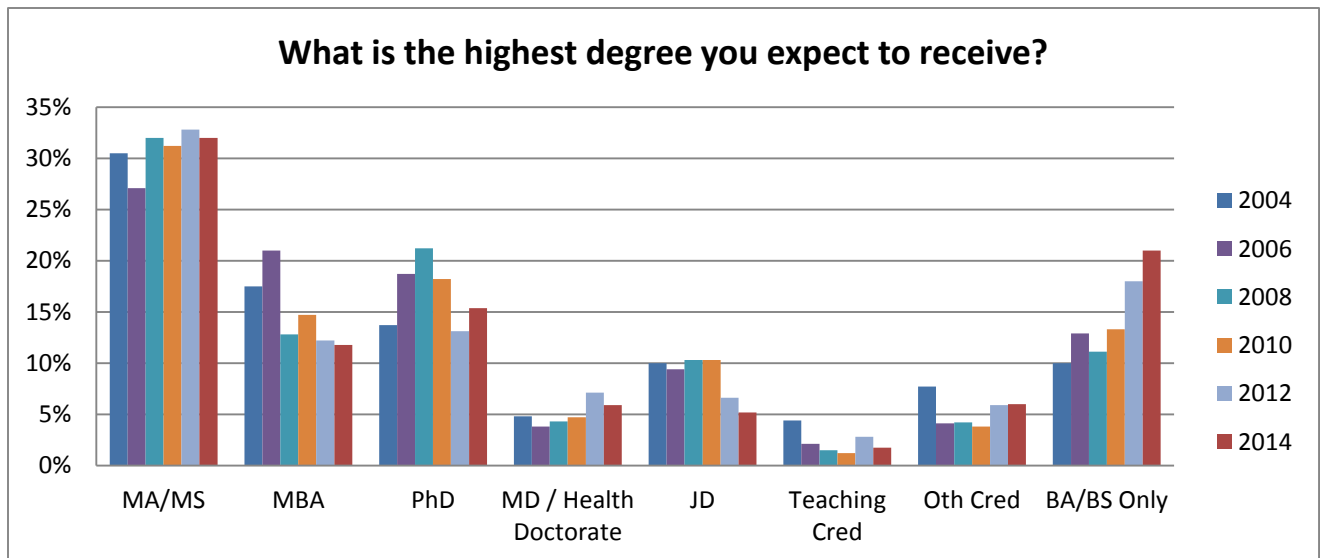
2) *Various indicators of satisfaction with employment among those employed full-time:* Despite the weak job market, about 6 out of 10 alumni appear to be employed in their chosen careers or in jobs with definite career potential. Moreover, satisfaction with current employment remains fairly high.



3) *Preparation received at UCSB*: The percent of full-time-employed alumni who say that UCSB prepared them “very well” or “more than adequately” for their current jobs has increased over the past couple of survey cycles. Similarly, there has been an increase since 2012 in the reported preparation for graduate school received at UCSB among alumni pursuing graduate-level degrees. The robustness of these measures demonstrates that UCSB’s commitment to providing a high quality educational experience, during and through times of economic downturn, has not been compromised.



4) *Plans for the future*: The proportion of alumni who plan to ultimately pursue a graduate-level degree has remained fairly constant, with slight (but not statistically significant) increases in the number expecting to receive a PhD and the number who do not plan to continue their higher education.



## **Appendix B**

The following table provides additional information on salary by employer characteristics:

### **Annual Full-Time Salary by Employer Characteristics**

<b>Size of Employer</b>								
	<b>1-24</b>	<b>25-99</b>	<b>100-199</b>	<b>200-499</b>	<b>500-999</b>	<b>1,000-5,000</b>	<b>5,000-9,999</b>	<b>10,000+</b>
n	70	63	50	42	33	57	33	110
Mean	\$36,171	\$39,389	\$39,823	\$51,714	\$43,839	\$44,944	\$45,303	\$51,929

<b>Type of Employer</b>				
	<b>Private For-profit</b>	<b>Self-Employed</b>	<b>Gov. / Public inst.</b>	<b>Private Non-Profit</b>
n	330	6	68	53
Mean	\$48,429	\$22,000	\$36,574	\$33,490

<b>Satisfaction with Employment</b>					
	<b>Very Satisfied</b>	<b>Satisfied</b>	<b>Neutral</b>	<b>Dissatisfied</b>	<b>Very Dissatisfied</b>
n	157	199	67	30	7
Mean	\$47,937	\$44,923	\$36,795	\$40,314	\$45,786

<b>All FT Employees</b>	
n	460
Mean	\$44,475

## Appendix C

Recent alumni work for a large number of different employers in a wide variety of fields. The following graphic represents the top employers of recent UCSB undergraduate alumni who are employed full-time. UCSB is the number one employer with 21 respondents, followed by AppFolio with 8, Oracle with 6, and Citrix and Ernst & Young with 5 each.



